

Books Consulted for Post-Google Web Course

Battelle, John. The Search : How Google and Its Rivals Rewrote the Rules of Business and Transformed Our Culture. New York: Portfolio, 2005.

- **Very readable history** of Google's appearance, rise, innovation, and success. Explains also the ways other search engines responded to, competed with, copied and were transformed by Google's achievements.

Calishain, Tara. Rael Dornfest. Google Hacks [100 Industrial-Strength Tips & Tools]. Sebastopol, CA: O'Reilly, 2003. (Revised 2nd edition, 2005.)

- **The best guide to Google's features and how to use them.** Very readable and easy to scan. Contains many techie, nerdy "hacks" requiring scripting and other programming skills, but well worth reading even if you skip this stuff.

---. Web Search Garage. Upper Saddle River, N.J.: Prentice Hall PTR, 2005.

- **Enjoyable and solid advice on web search strategies of all types by an expert researcher.**

Hock, Randolph. The Extreme Searcher's Internet Handbook : A Guide for the Serious Searcher. Medford, N.J.: CyberAge Books, 2004.

- Not as good as the title would have you believe. Lots of basics, often out of date now, and not nearly as useful for search strategies (how to think about and construct a search) as Calishain's Web Search Garage.

---. Yahoo! To the Max : An Extreme Searcher Guide. Medford, N.J.: CyberAge Books/Information Today, Inc., 2005.

- An attempt to make Yahoo and its many portal-like services appear as all you need to ever know. Very biased and often out of date.

Milstein, Sarah. Rael Dornfest. Google the Missing Manual. 2nd ed ed. Sebastopol, Calif.; Farnham: O'Reilly, 2005.

- A lot of basics, many screenshots, some good pointers. Less easy to use than Google Hacks. Good sections covering what Google is or was up to in new services and features. A little out of date already. Advice on getting your site into Google.

Schneider, Fritz. How to Do Everything with Google. How to Do Everything with---. Emeryville, Calif.: McGraw-Hill/Osborne, 2004.

- Superficial and basic guide.

Sherman, Chris. Google Power : Unleash the Full Potential of Google. New York: McGraw-Hill/Osborne, 2005.

- Not all the title promises. Often superficial and not comprehensive.